

## Strategic planning for large enterprises

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The important scientific and practical task is solved in the article concerning the determination of the characteristics of strategic planning of large businesses in the current economic conditions.

It was determined that the strategic planning of large enterprise is a management system that is based on the mechanism of coordination of current solutions - tactical and operational - with strategic solutions, and with mechanism for adjusting and monitoring the implementation of the strategy. Strategic planning of the development of large enterprises provides the basis for all management decisions.

It is proved that the main purposes of strategic planning for large enterprises are to collect and to analyze information about the final or interim results, determine changes that have occurred, and the modern state, to assess the benefits and costs, to set directions for future improvement and development of financial and economic and other activities.

It is proved that the basic functions of strategic planning of large enterprises are: strategy formation; planning the main directions of action; assessment of potential opportunities; determination of the resources, which are required to implement the strategy.

Three approaches to strategic planning are identified for large enterprises in a crisis: the "living wage"; the scenarios of the environment development; the targets.

It is proved that the strategic planning of large enterprises must be held in five basic steps: identification of key factors of the environment, that affect a large enterprise; formulating the scenarios on a qualitative level; formulating the scenarios on a qualitative level; digitalization of the scenarios; determination of the risks and opportunities for large enterprises in each scenario; identification of the critical events and determination of the control points of the development.

It was found that in the world today the most foreground tools of strategic management of the development of large enterprises are: strategic planning; management of the relationships with customers; involvement of employees; benchmarking; the Balanced Scorecard; core competencies; outsourcing; change management; supply chain management; mission statement and vision.

The implementation of the proposed approach to the current practical activity of large enterprises will increase the efficiency of financial and economic activity; reduce the risks and provide the financial development both in long and short term.